REACH OUT

RE-ENERGIZE

RECRUIT

Alumni are using tried, true and new methods to bring students to Palmer
Through recruiting, alumni are planting seeds so that chiropractors will be there for people seeking a natural, healthy way to live.
Do you remember the first time you knew you wanted to be a chiropractor? You may have witnessed the benefits of chiropractic and thought it would be wonderful to be involved in a natural, drug-free method of health care. Or maybe your life was turned around by chiropractic after you had a serious injury or long-term illness.

When I was in my teens, during a visit to my chiropractor, he asked me what I was planning to do after high school. I told him I wanted to go to college and eventually do something that would help people and make a difference.

My chiropractor then said, “Have you ever considered chiropractic?” To be honest, it hadn't crossed my mind. But that simple question got me thinking and would add focus to my career plans, and lead me to a profession that is well-known for helping people and making a difference in the world.

In this issue of Insights, we're focusing on alumni who, like my first chiropractor, are demonstrating to others how chiropractic can be a very rewarding career and ultimately encouraging them to pursue their chiropractic education at Palmer College. Often, individuals who stand out as promising candidates for a D.C. degree are those who have an interest in biology or physics, or simply have a desire to make others feel better.

Turn to our features section in the middle of the magazine, and you'll learn about graduates from all three Palmer campuses who have each developed their own innovative styles and techniques for recruiting students to Palmer—whether to become D.C.s, C.T.s or C.A.s. There's also a write-up on what the College itself is doing to draw students to Davenport, San Jose and Port Orange.

The Alumni Advisory Group, which first emerged at Homecoming on the Davenport Campus last August, has already begun brainstorming ways that the College can inform alumni about how to recruit students. Their ideas include having recruiter training materials; developing DVDs, PowerPoint presentations and other materials for prospective students and career advisors; and a standard recruiting message for all alumni to use.

What I often hear from alumni who refer students is that they get a tremendous amount of joy watching the people they've sent to Palmer become D.C.s and then talk about all of the things they've been able to do for their patients. That's when they realize they've indirectly touched the lives of people whom they will never meet. And that's the most important reason for sending the best students to the best chiropractic college. ■
Palmer College receives grant to start practice-based research network

The U.S. Health Resources and Services Administration (HRSA) awarded a grant for $310,479 to the Palmer Center for Chiropractic Research (PCCR) last fall to establish a practice-based research network to assess complementary and alternative medicine models of pain management. This is a collaborative research project, with Palmer sub-contracting for half of the grant amount ($155,239) to the Jefferson-Myrna Brind Center for Integrative Medicine (JMBCIM) at Thomas Jefferson University Hospital in Philadelphia, Pa.

The purpose of this project is to develop the infrastructure for a comprehensive, descriptive database for a variety of pain management protocols, to test data collection protocols, and to establish a network of participating practices, clinicians and patient populations. To obtain this information, chiropractors who practice in the Palmer Chiropractic Clinics at all three Palmer campuses, along with CAM providers at JMBCIM will be invited to complete a web-based survey.

“A long-term goal is to establish a large, pain-focused, practice-based research network of doctors of chiropractic who systematically collect health outcomes assessments from their patients and track outcomes,” said Principal Investigator Maria Hondras, D.C., M.P.H., who is a faculty member at the PCCR. Other Palmer researchers involved in this project are Co-investigator Christine Goertz, D.C., Ph.D., vice chancellor for Research and Health Policy for Palmer, and Biostatistician/Co-investigator Cynthia Long, Ph.D., who heads the Office of Data Management & Biostatistics for the PCCR. Co-investigators from the JMBCIM are Daniel Monti, M.D., and Joel Edman, D.Sc.

The PCCR Office of Data Management & Biostatistics will serve as the Data Coordinating Center for the new practice-based research network (PBRN). JMBCIM investigators will collaborate to co-develop the protocols and oversight mechanisms to sustain the practice-based network efforts. PCCR and JMBCIM investigators have also built collaborative relationships with complementary and alternative medicine (CAM) leaders from a variety of disciplines who will serve on the PBRN steering committee.

“We are interested in learning more about the practice characteristics and attitudes about participating in PBRN activities from the CAM practitioners who will be part of the proposed CAM-PBRN,” added Dr. Hondras.

In addition, later in 2009, a pilot project will be initiated to collect patient-centered data, at least from the Palmer outpatient clinics and the JMBCIM, and possibly at steering committee institutions.

“The overall purpose of the pilot project is to assess the feasibility of systematically collecting baseline health outcomes assessment from patients with low back pain who visit different types of providers,” said Dr. Hondras. “At the conclusion of this one-year PBRN start-up project, we will be well positioned to prepare a competitive grant proposal for sustaining our efforts and conducting follow-up studies at all of the Palmer Chiropractic Clinics.”
Palmer takes part in WHO conference in China

Among those presenting at the World Health Organization’s (WHO) Congress on Traditional Medicine for the Symposium on Manual Methods of Healthcare were West Campus President Bill Meeker, D.C., M.P.H., West ’82, and Vice Chancellor for Research and Health Policy Christine Goertz, D.C., Ph.D. The Nov. 7 conference brought chiropractors, other healthcare practitioners and scientists from around the world to Beijing to present information on research, education and the practice of manual health care.

Dr. Goertz was the opening speaker and presented findings from a survey conducted by Palmer on the types of practitioners—other than doctors of chiropractic—who perform manual therapies in more than 90 countries.

“It was fascinating to discover the commonalities in our clinical practices: we all use our hands with therapeutic intent to improve health,” said Dr. Goertz. “It also was rewarding to realize the vast inroads that chiropractic has made in science, education and clinical practice across the globe.”

Dr. Meeker presented on the topic of chiropractic in North America. Along with feeling honored to have been invited to the symposium, he found the event to be an “eye opener.” “It seems to me that so-called Westernized nations have much to learn from the dialog that may now develop as a result of this meeting,” he said. “We learned we have much in common and much to discuss.”

The next three days, Dr. Meeker attended the World Federation of Chiropractic/Association of Chiropractic Colleges Education Conference titled, “Chiropractic Education in an Era of Digital Natives and Digital Immigrants.”

Florida Campus builds on community’s needs

A team of Florida Campus students and faculty exchanged their textbooks for hammers and paintbrushes to help the Halifax Habitat for Humanity finish a home in Daytona Beach, which is now occupied by a very deserving family.

The Palmer team painted, hung cabinets and performed general duties. They were led by Instructor Michael Shreeve, D.C., Davenport ’79.

Along with Dr. Shreeve, the Palmer team consisted of Professor Medhat Alattar, D.C.; Associate Professor Dewan Raja, M.B.B.S.; Assistant Professor Ali Rabatsky, Ph.D.; Assistant Professor Christina Neros, D.C.; and students Myrn James and Denise Karpowicz.

“I was really surprised when I asked for help, and we had more volunteers sign up than we had slots,” said Dr. Shreeve. “We actually turned people away. The concept of helping people to help themselves is one that all of us representing Palmer embrace.”

Dr. Shreeve plans on continuing the coordination of Palmer’s partnership with Habitat by identifying dates and particular projects that most volunteers can do.

Said Cecilia Cannon, volunteer coordinator for Habitat, “The labor provided by Palmer volunteers was an important part of making it possible for Family Partner Joann Canidate and her brother to realize their dream of becoming first-time homeowners.”

Many people on the Florida Campus, students and employees alike, serve their community in a variety of capacities, both as representatives of Palmer College and on their own.
West Campus ‘Goes Well’ with San Jose

For the second year in a row, Palmer’s West Campus served as a Wellness level sponsor of the San Jose Chamber of Commerce’s seventh GoWell! healthcare summit, Nov. 17.

The GoWell! Summit helps businesses implement wellness programs to lower healthcare costs and premiums.

Along with speaker presentations, this year’s conference allowed guests the opportunity to meet with representatives from various healthcare service and product providers during its health expo, including Palmer College which was represented by members of the West Campus SPEAK Club.

Davenport Campus: In service to campus and community

In soccer, the women’s team volunteered at the Humane Society, and the men’s team along with the men’s softball team helped Student Services stuff finals week goodie bags for students and put together new student orientation packets.

The men’s hockey team did its civic duty at Davenport’s Madison Elementary School’s field day and was assisted by the Davenport Campus hockey team. The men’s golf club helped Habitat for Humanity build a house for an area family.

The College has lent a hand to the community through health talks and as a participant in “Activate Quad Cities.” Led by Quad Cities YMCA organizations, this initiative aims to create healthier workplaces in the Quad Cities.

Palmer also sponsored a public symposium presented by Activate Quad Cities. The event featured Mark Fenton, a nationally-known advocate for community, environmental and public-policy initiatives that encourage more walking and bicycling.
Sports program helps D.C.s achieve their personal best

Specialty programs in chiropractic are more popular than ever with practitioners looking for a clinical niche in practice. One of the most in-demand programs in Palmer’s CE program is sports.

“I had a situation with a 15-year-old athlete,” recalled Ron Shepherd, D.C., DACBSP, Davenport ’94, a candidate for the Diplomate of the American Board of Chiropractic Physicians (DACBSP) through Palmer. “He had a very serious atypical condition—neuropaxia paresthesia motor deficit—that others failed to recognize, but I did, only because I had learned about the condition in the sports program.”

Palmer has produced some of the top-trained sports practitioners in North America with its 100+ hours Certified Chiropractic Sports Physician (CCSP) certificate program and the DACBSP, which provides an additional 200+ hours to the certificate program. Both are taught through a live/online hybrid that saves money and time away from the office.

“Our learners boast some of the highest pass rates in sports programming,” said Senior Director of Continuing Education Laurie Mueller, D.C., Davenport, ’97. “We’ve hosted doctors from a variety of chiropractic institutions and welcomed them into the program.”

Western States Chiropractic College alumna Kelly Shockley, D.C., CCSP, for one, feels that having the CCSP credential has opened doors for her. “It gave me instant credibility,” she said. “I have been taking care of the local high school athletes and have worked with athletes from other high schools, as well.”

Specialty programming, from sports to pediatrics or orthopedics, often serves as a springboard for chiropractors to do the type of work they most love. Diplomates can expect more interactions via interprofessional and cross-disciplinary referrals and partnerships, and gives them preparation for roles such as team physicians, insurance examiners or expert witnesses for cases in litigation.

“Enrolling in the sports programming certification courses provides much more than modern methods of instruction,” said Bill Moreau, D.C., Davenport ’81, who coordinates Palmer’s CCSP and DACBSP programming. “Learners build lifelong friendships with fellow doctors who also aspire to expand the knowledge and skills required to provide the best class of chiropractic care.”

Palmer’s CE Department currently plans to offer CCSP programs in Virginia, Iowa, and on the West Coast beginning in the Fall of 2009. For more information, visit www.palmer.edu/ce or call (800) 452-5032.

Staff education added to Puerto Vallarta event

From April 29 through May 4, 2009, Palmer is hosting a CE travel event in Puerto Vallarta, Mexico. In addition to offering up to 12 hours of CE credit for D.C.s., staff programming has recently been added.

“After numerous requests for staff programming at the event, we’ve added a three-hour staff intensive that will feature elements of professional boundaries in patient interactions, record keeping and customer service,” said Continuing Education Events Coordinator Tricia Jestel.

With doctors continually looking for ways to reward exceptional staff, this type of event provides the unique opportunity to combine a reward with an educational experience for everyone.

For more information, call the Palmer CE department at (800) 452-5032.
Palmer Homecoming 2008, West Campus
A time to celebrate

“Our Time is Now” was a fitting theme for the 2008 Homecoming on Palmer’s West Campus, Oct. 10-11. The gathering celebrated a surge in enrollment with a jam-packed Prospective Student Event (PSE) and the expansion of the Palmer Student Alumni Foundation (PSAF) to the West Campus.

“This year’s Homecoming was quite a successful event,” said West Campus President Bill Meeker, D.C., M.P.H., West ’82. “The continuing education programs were excellent, the 25-year reunion dinner was a lot of fun, and the new Palmer Center for Business Development programs were very well received.”

The event marking the inauguration of PSAF on the West Campus provided information on how this student-governed organization helps students transition to alumni. Presenters included Dr. Meeker; West Campus Clinician and Alumni Representative Thomas Milus, D.C.; Bill Moreau, D.C., Davenport ’81; Executive Director for Alumni Mickey Burt, D.C., Davenport ’73; Davenport Campus student and PSAF President Tom Bench; and West Campus alumni Jack Bourla, D.C., ’97; and Robert Chatfield, D.C., ’83. The PSE included the Interactive Classroom Experience and presentations and demonstrations by West Campus faculty and administrators. It also provided guests the opportunity to tour the campus and enjoy the fun of Ultimate Casual Friday.

“Every participant told us that this was the most organized and informative visit they have ever attended,” said West Campus Enrollment Director Julie Behn of this year’s PSE.

Career Center Coordinator Tom Minkalis, of the Palmer Center for Business Development, addressed students on “Filling Your Entrepreneurial Tool Belt” during the Destination Success Student Symposium.

Also new to the West Campus was the two-day Destination Success Student Symposium, an event organized by the Palmer Center for Business Development. The student-centered track featured a lineup of speakers who focused on business-related themes aimed at helping future doctors establish and maintain successful practices.

For the second year in a row, Homecoming featured a special program to recognize the doctors who have opened their offices and enhanced the student experience through participation in the Field Training Program (FTP). This component of the Practice Development Quarter provides students in their final quarter of study with “real world” experience prior to graduation.

Catching up between sessions are, from left, Robert Martinez, D.C., West ’89; Sherry McAllister, West ’96; Instructor Gary de Wet, D.C., Davenport ’66; and Bahar Nehawandian, D.C., West ’95.

West Campus President Dr. Bill Meeker, center, gathers with students during Homecoming’s final event, the Gala Dinner/Dance Celebration.
Palmer’s Professional Opportunities website—ads.palmer.edu—is now easier than ever to use with a cleaner, updated look and more user-friendly features. It was first created in 2004 so that graduates could publicize job positions or apply for them, sell or buy a practice, and sell or purchase equipment—all in one place.

“The Palmer Center for Business Development is dedicated to assisting alumni in maximizing positive outcomes as it relates to both hiring an associate or independent contractor and to selling a practice,” said Career Center Coordinator Tom Minkalis of the Palmer Center for Business Development. “Improving the functionality of the website was vital to achieving this goal.”

One of the site’s newest features is a large search field that appears on every page. To use it, simply type what you’re looking for in the “Keywords” field and click on “Search.” You’ll be taken to a page of ads that contain your keyword or words.

For example, if you’d like to find an adjusting table from a local chiropractor, type your location in the “city” and “state” fields. To narrow down your search by manufacturer, click on the “Categories” arrow, select “Tables” from the drop-down menu and enter the manufacturer’s name in the “Keyword” box before clicking “Search.”

Of course, for every buyer there’s a seller. If you’re a first-time seller, you’ll need to register your e-mail address, which will appear in your ads. You’ll also need to choose a password. After verifying your e-mail address, you’re ready to log in. Ads cost $15 and run for 90 days.

“A doctor preparing for retirement may want to hire an associate with the intent of offering the option to purchase in a few years,” said Professional Opportunities Coordinator Marsha Hardacre. “In this case, listing the ad under two categories, ‘Associateship’ and ‘Practice for Sale,’ may be appropriate.”

Future plans for ads.palmer.edu include a video that offers tips and techniques for posting and searching for ads, and online access to Business Center staff and resources.

William O. Bedford, D.C.:
Dedicated to Palmer

After graduating from Palmer College in 1945, William O. Bedford, D.C., opened a practice in Little Rock, Ark. from where he served as president of the Arkansas Chiropractic Association for two terms.

Dr. Bedford showed great dedication to his alma mater, first as president of Palmer’s Arkansas Alumni Association for four terms. He then became the southern regional director of the Palmer College of Chiropractic International Alumni Association, of which he would eventually serve as national vice president.

In recognition of his commitment to Palmer, in 1979, Dr. Bedford was made a member of the Palmer College of Chiropractic Board of Trustees and appointed as chair of the Chiropractic Ad Hoc Committee on the national level for grant funding for chiropractic students.

He honored both his profession and his alma mater with charitable gifts as well as time and service, including his 15 years in Palmer’s President’s Club.

These efforts led to his appointment as a Fellow in the Palmer Academy of Chiropractic, as well as a Fellowship in the International Chiropractic Association.

Dr. Bedford passed away in October of 2008. Perhaps the most telling act of Dr. Bedford’s philanthropic spirit was the donation on his behalf from his step-daughter, Faye Bolin, to continue his President’s Club membership after his death.
Commencement ceremonies on Oct. 24, 2008, in Vickie Anne Palmer Hall’s Lyceum Auditorium on the Davenport Campus, marked the graduation of 143 Doctor of Chiropractic, four Associate of Science in Chiropractic Technology and three Master of Science in Clinical Research degree recipients.

Frank Klipsch, M.Ed., Ph.D. (Hon.), president and CEO of the Scott County Family YMCA, was the commencement speaker. He reminded the graduates that, “How you live your life and how you deliver acts of service frames how you’re known today and how you’re remembered 20, 50 or 100 years in the future.”

Awards were given to five valedictorians: Jennifer Hinschberger, Klemme, Iowa; Nicholas Hoyer, Manson, Iowa; Troy Moore, Park View, Iowa; Nicole Schmidt, Pacific Palisades, Calif.; and Nicholas Weber, Osage, Iowa. Benjamin Erlandson, Westby, Wis., received the Virgil V. Strang Philosophy Award, and Bradford DeWitt, Bettendorf, Iowa, won the Clinical Excellence Award as well as the John Connolly Memorial Award for scholarship and involvement in Palmer and community organizations.

The co-salutatorians were Aaron Bannister, Davison, Mich., and Andy Wei-hong So, Brampton, Ont., Canada. Davenport Campus Assistant Professor Lisa Petersen, Ph.D., was the Awards Convocation speaker. Visit www.palmer.edu to see the graduation photo gallery.

West Campus graduates 30 doctors

Thirty West Campus graduates received their D.C. degrees at commencement ceremonies held Dec. 5, 2008, at the Scottish Rite Center in San Jose. Magna Cum Laude graduates Marcie S. Morton-Sobelman, Los Gatos, Calif., and Kristina Marie Blum, Spokane, Wash., were valedictorian and salutatorian, respectively.

Ryan Deubel, Mason, Mich., received the Clinical Excellence Award, while Iman Tootoonchi, Vancouver, B.C., Canada, received the Student Fellow Award. Peter Welch, Lakewood, Colo.; Kristina Blum, and David Saber, Milwaukee, Wis., received awards for their service as Campus Guides. Sara Jurgella, Eau Claire, Wis.; David H. Lee, Vancouver, B.C., Canada; Daniel Rae, St. George, Wash.; David Saber; and Iman Tootoonchi received awards for their service as executive

The Florida Campus graduated its 10th class at 2 p.m. on Friday, Sept. 26, 2008, at the News-Journal Center in Daytona Beach.

Thirty-nine students received their Doctor of Chiropractic degrees during the graduation convocation, which featured a commencement address by Assistant Professor John Lockenour, D.C., DABCO.

The class valedictorians were Jason Verl Fielding and Aaron Joseph Martin. The salutatorian was Nathaniel Luke Puyau. The Virgil V. Strang Philosophy Award was presented to Daniel Patrick Assion, and the Clinical Excellence Award went to Dara Lynee Salzano.

Those receiving President’s Scholars Awards (students who have made the Dean’s List every quarter) included: Heidi Renae Black, Jason Verl Fielding, Dan Kay, Aaron Joseph Martin and Nathaniel Luke Puyau.
SAVE THE DATE!

PALMER COLLEGE OF CHIROPRACTIC
HOMECOMING 2009 • AUG. 13-15
DAVENPORT, IOWA

70 Florida Campus students earn D.C. degrees

Seventy students received their D.C. degrees during the Florida Campus’ 11th graduation convocation on Dec. 19, 2008, which featured a commencement address by Instructor James LaRose, M.B.B.S., M.Med.

Class Honors were awarded to the following: valedictorian, Joseph Robert Rosemeyer; salutatorian, Angela Leigh Moore; research honors, Jason Scot Comerford, Danielle Nicole DiMura and Denise Marie Ingrando; Virgil V. Strang Philosophy Award, Denise Marie Ingrando; Clinical Excellence Award, Angela Leigh Moore; President’s Scholars, David A. Carbo, Angela Leigh Moore, Catharine Frances Niblack and Joseph Robert Rosemeyer.

MAKE YOUR TRAVEL PLANS NOW TO ATTEND A HOMECOMING FOR THE ENTIRE CHIROPRACTIC PROFESSION.

Homecoming weekend is your opportunity to:

- Earn continuing education credit hours.
- Hear from speakers that will motivate, inspire and rejuvenate you.
- Visit with exhibitors on the latest chiropractic products and services.
- Network with fellow chiropractors and current students.
- Stay connected to the College.

Additional event details available soon. Please contact the College Events office toll-free at (866) 592-3861 or visit www.palmer.edu/homecoming.aspx for more information.

West Campus graduates toss their business cards at the end of their Dec. 5, 2008, graduation.

officers of Associated Student Government. Service awards also went to West Campus Sports Council executive officers Daniel Lord, Middleton, Wis.; and Daniel Maldonado, Fairfield, Colo.

Former West Campus faculty member Robert D. Mootz, D.C., Davenport ’80, now associate medical director for chiropractic at the Washington state Department of Labor and Industries, presented the commencement address, “Direction, Opportunities and Strategies.”

Danielle Nicole DiMura and Denise Marie Ingrando; Virgil V. Strang Philosophy Award, Denise Marie Ingrando; Clinical Excellence Award, Angela Leigh Moore; President’s Scholars, David A. Carbo, Angela Leigh Moore, Catharine Frances Niblack and Joseph Robert Rosemeyer.

alumni
DAVENPORT CAMPUS

1950

Dr. John G. Donovan, ’50, Carroll, Iowa, was honored in August 2008 by Parker College of Chiropractic with the dedication of the Donovan Lounge. He has served on the Parker College of Chiropractic Board of Trustees since 2005.

Dr. John Bottoff Sr., ’55, Plymouth, Ind., was featured in the July 21, 2008, issue of Woman’s World magazine. Phone: (574) 916-2965, e-mail: bottoffchiro@embarqmail.com.

Dr. Russell Krebs, ’57, was honored with the Wisconsin Chiropractic Association’s 2008 Lifetime Achievement Award at the association’s annual fall convention on Oct. 3, 2008. E-mail: njkrebs@verizon.net.

Dr. Dan Strelcheck Sr., ’57, celebrated his 50th year in practice on Oct. 3, 2008, with cocktails, dinner and music. Phone: (815) 459-3860.

Dr. David Lovett, ’59, Nigi, Qld., Australia, celebrated his 80th birthday in October 2008. He continues to work two days a week. Phone: (61) 7-3408-6700, e-mail: jdlovett@bigpond.com.

1960

Reg Engelbrecht, D.C., ’63, was recently given the Deininos Qually Presidential Award in his native South Africa for outstanding leadership and service to the profession. In 1995 he was honored with Palmer College’s Heritage Award. He has also served on numerous government health councils and as the chairman of the Standards Generating Body for Chiropractic under the South African Qualifications Authority.

Willem Boshoff, D.C., Davenport ’69, recently received the Chiropractic Association of South Africa’s Chiropractor of the Year Award. Heavily involved in chiropractic education, legislation and medical coverage negotiations, Dr. Boshoff is also a founding member of the Sports Medicine Association of South Africa and has been named a Fellow of the association.

Dr. Tetsuo Yoshida, ’69, Calgary, Alta., Canada, has won the Consumers’ Choice Award in 2006, 2007 and 2008. Phone: (403) 272-6800, e-mail: teyo@direct.ca.

1970

Dr. Stanley Manges, ’72, Breezewood, Pa., retired from practice on April 1, 2008.

Dr. George R. Phillips, ’72, and his wife, Edie, recently celebrated their 30th wedding anniversary with a vacation to New Zealand and Australia. His practice is located at 218 W. 9th, Casper, WY 82601. Phone: (307) 237-3489

Dr. Charles Campbell, ’74, High River, Alta., Canada, recently retired as mayor of High River after serving in that position for six years. Phone: (403) 652-7767.

Dr. Daniel Lfraamboise, ’74, Livonia, Mich., married Jeanne Marie Gerig on June 24, 2007. Dr. Lfraamboise also recently received his Diplomate of the Academy Council of Chiropractic Pediatrics from the International Chiropractic Pediatric Association. Phone: (248) 474-5252.

Dr. Robin Taylor, ’74, Auckland, New Zealand, was appointed to the New Zealand Chiropractic Registration Board for a three-year term in September 2008. Phone: (64) 480-0231, e-mail: robin.g.taylor@xtra.co.nz.

Dr. Kelly Reed, ’75, and his wife, Deborah, Bakersfield, Calif., continue to spend each August on the Crow Indian Reservation in Crow Agency, Mont., providing chiropractic care, painting homes, making repairs and helping out area residents in other ways through the Christian organization Forward Edge International. Alumni interested in joining this or other mission projects may find out more at www.forwardedge.org.

Dr. Kirk Steketee, ’75, Holland, Mich., has been named Chiropractor of the Year by the Michigan Association of Chiropractors. Dr. Steketee also is president of the Michigan Association of Chiropractors. Phone: (616) 399-3563.

1980

Dr. Lawrence Grusky, ’80, Miami, Fla., began his 10th year as the team chiropractor for the University of Miami athletic department. Phone: (305) 598-2005.

Drs. Roger, ’81, and Lorraine Bailey, ’81, are pleased to announce the marriage of their son, Nathan, to Kelly O’Neill Carter on Oct. 26, 2008. The Baileys also have a new office in Pulaski, Tenn. Phone: (913) 424-3331.

Dr. Gary Golembiewski, ’82, Park Ridge, N.J., has become board certified in Atlas Orthogonal Chiropractic and Applied Spinal Biomechanical Engineering. Dr. Golembiewski published research on scoliosis in the Journal of Vertebral Subluxation Research 2001. He is a former faculty member at New York Chiropractic College and Life West. Phone: (201) 476-9194, e-mail: drgaryg@optonline.net.

Dr. Bill Puglisi, ’82, Totowa, N.J., recently celebrated his 25th year in practice. Dr. Puglisi wrote a book “Finally the Truth about Health,” and donated copies to the College’s David D. Palmer Health Sciences Library. The book can be ordered online or by e-mail. Phone: (973) 890-0360, e-mail: elietewellness@hotmail.com.

Dr. Craig Stimson, ’83, opened a new clinic at 1776 S. Jackson #400, Denver, CO 80210, in May 2008. Phone: (303) 691-1711, e-mail: drcraigs@msn.com.

Dr. Sara Chase, ’84, has relocated to Brownsburg, Ind. Phone: (317) 858-8901, e-mail: chasewellness@aim.com.

Dr. Kurt Adams, ’85, received the Doctor of the Year award from the Kentucky Chiropractic Society at their annual convention in September 2008. E-mail: telico@aol.com.

Dr. Steve Thiele, ’85, Manchester, Conn., is the vice president of the Connecticut Chiropractic Council. He recently had a son, Alexander. Phone: (860) 643-8003, e-mail: drstevethiele@yahoo.com.

1990

Kurt Titze, D.C., ’85, in front of a house that was built for ABC-TV’s Extreme Makeover: Home Edition. Dr. Titze was the onsite chiropractor for the construction crew that put up the house in his hometown of Holt, Mich., with the help of fellow alumnus Harry Settimi, D.C., Davenport ’80. “I would like for all Palmer graduates to volunteer their services if the show comes to their town,” he said. “Ty Pennington and his crew have truly found a great way to help many families in need. And we chiropractors should jump onboard this wonderful bandwagon.”

Dr. Richard Bocco, ’88, Casselberry, Fla., opened a new office in 2006. Phone: (407) 831-4357.

Dr. Joseph D’Agostini, ’88, South Plainfield, N.J., opened his fourth practice in Bound Brook, N.J. Phone: (908) 757-1377, e-mail: jddallied@aol.com.

Drs. Stephen Misky, ’91, and Emily Busch Misky, ’99, Cuba City, Wis., had a daughter, Maya Catherine, on Sept. 30, 2008. Phone: (608) 744-2725, e-mail: scmisky@yahoo.com.

Dr. Danna Hapeman Rodriguez, ’93, and husband, Gilbert, Elmira, N.Y., had a son, Gabriel Enrique, on Jan. 22, 2008. Phone: (607) 733-3235.

Dr. Simone Aybar, ’94, recently opened Balanced Body Chiropractic at 303 Mountain Highway, Wantimta, VIC 3141, Australia. E-mail: simone@bbchiro.com.au.

Dr. Randy Provick, ’94, moved to Colorado in 2006. Phone: (719) 539-0528.

Dr. Sean Reif, ’94, Thornton, Colo., has been a columnist for the denver.yourhub.com community journalist initiative at the Rocky Mountain News since 2005, where he has posted more than 1,000 articles. Phone: (303) 452-2678, e-mail: tfchiro@earthlink.net.

Dr. Scott Corsi, ’96, and his wife, Kristina, Breda, The Netherlands, had a son, Nikolai Terrence, on May 24, 2008. Phone: (352) 375-6972, e-mail: dgr_81@msn.com.

Dr. Dean Chance, ’04, married Kristin Shiver, ’03, Neil, Ladysmith, Wis., had a daughter, Lilly Marie, on June 7, 2008. Phone: (715) 532-6789, e-mail: drbruce@queensburychiropractic.com.

Dr. Bruce Steinberg, ’06, and his wife, Val Steinberg (McGaffin), C.T., ’06, opened a practice in Queensbury, N.Y. Phone: (518) 798-1111, e-mail: dbruce@queensburychiropractic.com.

Dr. Jena Donohue (Verpoorten,) ’06, and husband, Jason, had a son, Henry Lloyd, on Aug. 13, 2008. Phone: (515) 967-9300, e-mail: jbrubaker11@yahoo.com.

Dr. John Brubaker, ’06, was pleased to have his office, New Era Chiropractic, named Australia’s New Business Champion at the 2008 Australia Small Business Champion Awards. E-mail: jbrubaker11@yahoo.com.

Dr. Michael Fogley, ’07, and his wife, Kaylene, West Valley, Utah, had a daughter, Kyla Rose, on May 14, 2008. Phone: (403) 253-6785, e-mail: jmverpoorten@yahoo.com.

Dr. Darren Werner, ’05, Grafton, Wis., cared for the St. Louis Rams professional football team in August 2008 for the three weeks they were in Wisconsin for training. Phone: (262) 377-2400, e-mail: djwemdc@hotmail.com.

Dr. Jodie Schultz, ’05, recently became engaged and opened a new practice, Balanced Living Chiropractic, in Lindenhurst, Ill. Phone: (847) 356-1687; e-mail: drjodie@blcwellnesscenter.com.

Dr. Randy Provick, ’94, moved to Colorado in 2006. Phone: (719) 539-0528.

Dr. Dean Chance, ’04, married Kristin Shiver, ’03, Neil, Ladysmith, Wis., had a daughter, Lilly Marie, on June 7, 2008. Phone: (715) 532-6789, e-mail: drbruce@queensburychiropractic.com.

Dr. Bruce Steinberg, ’06, and his wife, Val Steinberg (McGaffin), C.T., ’06, opened a practice in Queensbury, N.Y. Phone: (518) 798-1111, e-mail: dbruce@queensburychiropractic.com.

Dr. Jena Donohue (Verpoorten,) ’06, and husband, Neil, Ladjysmith, Wis., had a daughter, Lilly Marie, on June 7, 2008. Phone: (715) 532-6789, e-mail: jmverpoorten@yahoo.com.

Dr. Vassil Valov, ’06, recently opened a new practice in Manchester, Conn. Phone: (860) 432-7432.

Dr. Kyle Denholm, ’07, Mancelona, Mich., married Kendra Oosterhart, on Oct. 4, 2008. E-mail: kyledenholm@gmail.com.

Dr. Michael Fogley, ’07, and his wife, Kaylene, West Valley, Utah, had a daughter, Kyla Rose, on May 14, 2008. E-mail: drmichaelfogley@gmail.com.

Dr. Janeen Hoffos, ’07, Calgary, Alta., Canada, is an associate at the Acadia Wellness Centre. Phone: (403) 253-6785, e-mail: jhoffos@msn.com.

Dr. Christine Kidwell, ’07, opened Family Care Chiropractic at 8200 S. Saginaw, Ste. 600, Grand Blanc, MI 48439 in May of 2008. Phone: (810) 603-1497, e-mail: durelon@hotmail.com.

Dr. Aaron Schulz, ’07, recently opened a new office at 6261 Lake Michigan Dr., Suite B, Allendale, MI 49401. Phone: (616) 895-8800, e-mail: schulz_dc@ yahoo.com.
Dr. Enrico Dolcecore, '08, recently bought a practice with Dr. Christine Hafer at 610-20 Crowfoot Cres. N.W., Calgary, Alta., Canada. Phone: (403) 239-3000, e-mail: dr.dolcecore@gmail.com.

Dr. Mark Keresztesy, '08, Atlanta, Ga., recently became board certified in Atlas Orthogonal. He practices at the Sweat Institute for Atlas Orthogonal Chiropractic. Phone: (770) 457-4430, e-mail: pccmarkdc@yahoo.com.

**WEST CAMPUS**

1990

Dr. Sheri Brown, '93, Aurora, Colo., has been working at the Kaiser Permanente Center for Complementary Medicine for the past three years. The clinic offers chiropractic care, massage and acupuncture. Phone: (303) 881-6525, e-mail: drsheribrown@comcast.net.

Dr. Tige Griffin, '99, opened Griffin Chiropractic at 5260 Vineyard Dr., Paso Robles, CA 93446. Phone: (805) 239-7797.

2000


Dr. Wesley Stubbs, '05, and Stacy Tam, '06, recently opened Seaside Family Chiropractic, LLC at 146 Anoka Ave, Barrington, RI 02806. Phone: (401) 289-0155, e-mail: stacytamdc@gmail.com.

Dr. Lisa Goodman, '06, Denver, Colo., had a son, Thomas Carter, on Nov. 9, 2007. Phone: (303) 744-7100, e-mail: drlisagoodman@wadparkchiro.com.

2000

Dr. Kelly Polzin, '06, Edmonton, Alta., Canada, recently had a daughter, Gaby, and now has three children. Phone: (780) 422-1087, e-mail: kcpolzin@yahoo.com.

**FLORIDA CAMPUS**

2000

Dr. Shawn Doerrfeld, '06, Palm Coast, Fla., opened a new office, Doerrfeld Chiropractic Clinic in 2007. Phone: (386) 986-1966, e-mail: shawn.doerrfeld@gmail.com.

Dr. Gregory Cobb, '07, purchased a practice in Tampa, Fla. in April 2008. Dr. Cobb named his practice Cobb Rehab & Wellness. Phone: (813) 914-8500, e-mail: gregory749cobb@hotmail.com.

Dr. Frederic Gonzales, '07, and his wife, Melissa, had a daughter, Isabella Clair, on Aug. 2, 2008. E-mail: beta_pi612@yahoo.com.

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Made any “adjustments” lately? Keep your College and fellow alumni up-to-date with what's going on in your life by filling out the following form and sending it to: Insights, Palmer College of Chiropractic, 1000 Brady Street, Davenport, IA 52803. Or e-mail your information to marketing@palmer.edu.

Name (please print) ___________________________ Campus ___________________________ Class ___________

Business or Home Address ____________________________________________

City, State/Province ___________________________ Country ___________ ZIP/Postal Code ___________

E-mail Address ____________________________________________

Work Phone ___________________________________________ Home Phone ___________________________________________

Information (practice openings, address changes, births, marriages, appointments, current military service, honors, etc.)

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A practice as diverse as the community it serves

Brandon Perrine, D.C., Davenport ’08

When I was a little boy, Christmas Eve was always an exciting time for my brothers and me. I can recall being five years old, wide-eyed, and lying in bed thinking about how sad it would be to grow up. I knew inevitably I would have to start buying gifts for everyone. I could not comprehend the joys that could come with a life of service and giving.

Fast-forward 23 years to February of 2008 when, as a new Palmer graduate, I posed for a picture with Dr. Kern. The ceremony was so surreal. Thousands of memories passed through my mind—watching my mother receive chiropractic care when I was seven and reminiscing about the many years I spent with my mentor, Dr. Bill H. Richardson. He once said, “Son, if you go to Palmer and get your degree, you can have my practice.” And that’s just what happened. Five days after graduation, I took over his clinic. I could not have dreamed of a better graduation present.

At my office, which is a walk-in and 100 percent cash practice, I treat an average of 160 patients a week with an average of 3.66 new patients per week since opening. I care for patients ranging from three months to 86 years of age, some of whom are multi-millionaires, others who are middle income and many more who come from lower income homes.

My clinic is located in Southaven, the fifth largest city in Mississippi. The unique aspect of my practice is the amount of Hispanic patients that come in for treatments. Initially the language barrier presented minor obstacles. This required me to learn a small amount of Spanish, taught to me mostly by willing family members of the patients.

A common occurrence, which transpires in variations, happens when a Hispanic family enters the clinic for the father of the family to be treated. Without fail, post treatment, he will get up and return to his family in the waiting room. Seconds later the mother, son, daughter and grandparents will ask to be treated. Those families then go back to their community, sharing the experience of chiropractic. My marketing is 100 percent word-of-mouth.

Dr. Perrine, center, with patients Yuli Ediht, left, and Elizabeth Escobar.

The Hispanic community, from my experience, warmly accepts natural health care. I believe in true preventive health care. I also believe in helping those individuals who are hurting, physically and financially. Likewise, I treat and lead patients toward maintenance care.

However, I have yet to see a day where I did not take care of multiple pelvic subluxations. Most of my Hispanic patients need to function to work and to make money to feed their family. If I do not help them, their chances of getting the help they need are slight because many of them don’t carry health insurance, which other healthcare providers require. For people with less of an ability to pay I offer a discount. In some cases, I’ve even had people offer fruits and vegetables as payment. In other cases, I’ve provided care for free.

I’ve also found that many of these patients don’t like to use symptom-reducing medications, which their culture shuns. I am blessed to be the one to serve their desire for natural health care. I wish I had a whole practice of patients as committed to chiropractic. But then my job would be too easy.

My practice works because my patients know that I care for and desire to serve them. I refuse to allow a lack of money to prolong the suffering to anyone’s health. Patients who lack insurance coverage are at times left out of the circle of chiropractic care. This is unacceptable. Regardless of age, race, or earnings, all my patients receive the same treatment, care and compassion. ●
The need for chiropractic care continues to grow. As a result, the demand for skilled and compassionate chiropractors is also on the rise.

Palmer College has been preparing students to become chiropractors longer than any other college. Along the way, the College has gained an education of its own on how to recruit students. The same holds true for its alumni.

To find out how and why alumni recruit students, we interviewed seven field doctors, a clinician and a professor. Each offers a unique perspective on recruiting and the techniques they use. They are just a sampling of the many alumni who make it a part of their job to send new students to Palmer every year.

Alumni are using perennial recruiting techniques as well as a few hybrid methods to yield a growing number of recruits to Palmer.

**CHRIS D. WOOD, D.C.**  
Field doctor in La Crescent, Minn.

**How he makes enrollment grow:**
- Mentors young people interested in a chiropractic career
- Works with the Davenport Campus Admissions Office during prospective student dinners in La Crosse, Wis.

**Grass-roots recruiting:**
Opened pre-chiropractic clubs at Viterbo University in La Crosse and the University of Wisconsin-La Crosse.

**Time investment:**
Two hours a month

**Rewarding results:**
"It's fun when I go to Palmer Homecoming and I see former interns from my office, or when they visit me on trimester breaks after they start at Palmer. It's exciting to see what progress they've made."

**Return on investment:**
When he first started recruiting he didn't expect that prospective students would have a positive effect on his patients and help to re-energize his practice.

**A real chiropractic cultivator**
Before creating chiropractic, D.D. Palmer planted and cultivated more than 30 varieties of fruit trees as well as evergreens and raspberries.
MARTIN CHOY, D.C.  
Field doctor in San Diego, Calif.  
Early recruiting:  
Attended his first recruitment event as a 2nd Quarter student  
How he makes enrollment grow:  
• Assists at Palmer recruitment events in the San Diego area  
• Promotes Palmer at high school sports events  
• Encourages prospective students to job shadow at his office  
The rewards of recruiting:  
“In some respects, I think recruiting students is more of a benefit to me. In addition to the personal satisfaction of knowing that you’ve played a part in the student's decision to attend Palmer, it also helps keep you enthusiastic about chiropractic and strengthens your commitment to your school.”

STEVEN WILD, D.C.  
Technique professor on the Davenport Campus  
Strong recruiting roots:  
• Opened a practice and began recruiting students in 1971; retired in 2008  
• Joined the Davenport Campus faculty in 1971 where he continues to teach while volunteering as a recruiter  
From patient to student:  
• While in practice, he would ask patients who were leaning toward a healthcare profession if they had ever considered a career in chiropractic.  
• His clinic always displayed recruitment posters and other Palmer materials.  
How he makes enrollment grow:  
• Makes calls in the Admissions Office to prospective students who have inquired about the College  
• Takes part in the Prospective Student Interactive Classroom Experience in which 100 or more students and their families visit the Davenport Campus, meet students, speak with faculty and ask Admissions representatives questions. “I believe what we have here in terms of people and facilities are second to none in this profession.”

ANGELA KENNEDY, D.C.  
Field doctor in Clearwater, Fla.  
Early recruiting:  
Began recruiting after being in school for just a few quarters and was one of the first student callers on the Florida Campus  
How she makes enrollment grow:  
• Informal recruiting while at Homecoming  
• Speaking at prospective student luncheons  
• “My family also helps me spread the word.”  
Nurturing future chiropractors:  
“I love it when a student follows my advice and heads to the Florida Campus, but I am more proud to hear that they choose to be a part of the Palmer family.”  
How to start recruiting:  
“All you have to do is speak up. If you love your profession and have passion, you just need to tell your story. You are already recruiting for Palmer if you just talk about your experiences and share your story.”
KENDALL WILSON, D.C.  
Field doctor in Little Rock, Ark.

How he makes enrollment grow:  
• Holds health talks at area schools and colleges
• Takes part in high school career fairs
• Teaches anatomy and physiology at a technical college

Going the extra mile:  
• Hosts trips to the Davenport Campus for interested students in his class to teach them about chiropractic and Palmer College with the help of his wife, Niki

Cultivating a diverse student body:  
• One Hispanic student of his had never heard of chiropractic until he met Dr. Wilson.
• “More minority doctors are needed. I’d like to see the percentage of minority chiropractors match the percentage of minority patients.”

RICHARD ROBINSON, D.C.  
Field doctor/sports chiropractor in Vancouver, B.C., Canada

A deep commitment to sports:  
• Field doctor and chiropractor on the healthcare team for recent Canadian Olympic teams; will do the same at the 2010 Winter Olympics in Vancouver

How he makes enrollment grow:  
• Speaks to prospective students at Palmer recruiting events, including one held at the 2008 ACA Sports Council Symposium
• Recruits students both in his native Canada as well as in the western U.S.

Nurturing future chiropractors:  
“I had a lot of role models when I was going to Palmer, doctors who were very generous with their time and the sharing of their experiences. … This example of giving back is something I’ve tried to emulate, because I’m the chiropractor I am today in large part thanks to these doctors.”

JOHN AZNAR, D.C.  
Field doctor in Orem, Utah

How he makes enrollment grow:  
• Job shadowing
• Works with the Davenport Campus Admissions Office during its Utah recruiting trips
• Advises potential chiropractic students and the chiropractic club at Brigham Young University in Provo, Utah; also speaks to classes and extracurricular groups there

Nurturing future chiropractors:  
“I had one student who recently graduated and returned to the area. He called to thank me for referring him to Palmer and was seeking advice on setting up his practice. What a neat experience to see a student from start to finish!”

Why he does it:  
“I love Palmer and am convinced that they offer the very best chiropractic education possible.”

Have any recruiting tips you’d like to share?  
E-mail them to alumni@palmer.edu.
How Palmer recruits budding chiropractors

On campus:
Saturday Campus Visits and Homecoming give prospective students an up-close look at Palmer’s curriculum, faculty and facilities.

Off campus:
Prospective Student Events, college fairs, career talks, Alumni events and practice events co-hosted by the Admissions Office let potential students meet current students and College representatives in the communities where they live.

On the Web:
• Palmer.edu: The “Prospective Student” section includes Palmer’s history, curriculum, techniques and enrollment processes.
• NaturalHealers.com: Visitors to this popular natural healing arts career website can learn about Palmer and request more information from Palmer’s Admissions Office.
• Facebook.com: By going to the “Palmer College of Chiropractic” group page, prospective students can get in touch with Palmer students, alumni, faculty and staff.
• MySpace.com: Postings of upcoming events at Palmer, plus what Palmer’s MySpace friends are talking about and much more can be found at MySpace.com/palmercollege.

Are you interested in recruiting?
Get started by calling (800) 722-3648, Ext. 5, or e-mailing alumni@palmer.edu.
on site

‘Super Size Me’ star opens Symposium

Morgan Spurlock, the Academy Award-nominated director who made the 2004 documentary “Super Size Me,” was the keynote speaker at the 6th Annual Symposium on Nutrition and Chiropractic, “Conquering the Obesity Epidemic.”

Mr. Spurlock started off the weekend on Sept. 19, by speaking at an event that was open to the public on diet and nutrition. He followed a presentation by Davenport Campus Physiology/Biology Instructor Lia Nightingale, Ph.D., on whole foods versus processed foods.

As he did in “Super Size Me,” Mr. Spurlock used humor to illustrate the risks of eating only fast food to the audience. He said he chose to eat three meals a day for a month at McDonald’s because of the restaurant’s global influence.

But the director noted that other fast food restaurants have been just as likely to feature unhealthy foods served up in unrealistically large portions. Mr. Spurlock then went on to note that if one were to have an appetizer, soft drink, entrée and dessert at a popular steakhouse chain, the total number of calories would easily total between 3,500 to 5,000 calories.

On Sept. 20, the two-day Continuing Education license renewal program began. Contributors included Dr. Nightingale with “Childhood Obesity;” West Campus Instructor Susan St. Clare, D.C., with “Obesity in Adults: Evidence for Weight Loss Products/Strategies;” Stephen Perle, D.C., with “Exercise and Overweight/Obesity;” John Morley, Ph.D., with “The Bigger Picture of Nutrition, Aging & Obesity;” and Bruce I. Bond, D.C., with “Metabolic Biotransformation:

During the community event that preceded the Continuing Education symposium, Morgan Spurlock expanded on the topics covered in “Super Size Me” and offered audience members some of the healthy foods ARAMARK Executive Chef Greg Simmons had prepared on-stage.

An Overview of Detoxification and Weight Loss.” The program got underway with a presentation titled “Inciting Change” by Mr. Spurlock.

Other symposium highlights included student presentations, an expo, a panel discussion led by Director of Diagnosis and Radiology Lisa Killinger, D.C., Davenport ’83; and remarks by Palmer’s Chairman of the Board of Nutrition Moin Ansari, Ph.D., and Assistant Chancellor Clay McDonald, D.C. The emcee was Dean of Academic Affairs Dan Weinert, D.C., Davenport ’96.

PSAF now on all three campuses

The Palmer Student Alumni Foundation (PSAF) has served as a bridge between students and alumni for many years on the Davenport Campus. In October 2008, a PSAF organization was launched on the West Campus during its Homecoming, and a similar chapter was formed on the Florida Campus during its February 2009 Homecoming. As PSAF has expanded, a PSAF Leadership Committee has been formed on the West Campus and the Florida Campus.

If you’re interested in supporting any of the PSAF chapters, please contact Assistant Director of Alumni Lisa Walden at lisa.walden@palmer.edu or (563) 884-5606.

Current Davenport Campus PSAF President Tom Bench inaugurates the opening of the PSAF on the West Campus.
William Wilke named interim chancellor

The Palmer Board of Trustees has appointed William L. Wilke, CFA, to serve as the College’s interim chancellor. This follows the resignation of Palmer College of Chiropractic Chancellor Larry Patten on Dec. 3, 2008.

“Mr. Wilke has been a valuable member of the Board’s Executive Committee and has led the Finance and Operations Committee for several years,” said Board Chairman Trevor Ireland, D.C. “The Board felt that his experience and management style would serve us well as we enter this period of transition.”

Mr. Wilke, a Quad-City area businessman and a member of the Palmer Board of Trustees since 1998, has taken an immediate leave of absence from the Board to serve in this interim role.

“I’m delighted to have the opportunity to serve the premier institution in chiropractic education in this new way,” said Mr. Wilke. “There is a great deal of momentum and strength within the administration, our faculty and staff, and certainly the student body. It’s my intent to keep us moving down that path.”

With Mr. Wilke’s appointment, the Board of Trustees will now begin an executive search to identify a new chancellor. This process, which will include a nationwide search and examine both internal and external candidates, is expected to take up to nine months.

Mr. Wilke holds a bachelor’s degree in business administration and a master’s degree in economics from the University of Nebraska – Lincoln. After serving as a pilot in the U.S. Navy, he went on to hold a variety of senior management positions in manufacturing, service and financial corporations throughout the Midwest. In 2003, following a brief retirement, he became an executive coach and consultant through Management Resource Group in Davenport.

He currently serves on the boards for DavenportOne and the Adler Theatre Foundation. Mr. Wilke also has served as Chairman of the Board for both the Davenport Chamber of Commerce and the Downtown Davenport Development Corporation.

Dr. Moreau returns to private practice

Palmer College announced in December of 2008 that Bill Moreau, D.C., Davenport ’81, vice chancellor for Institutional Advancement, had resigned from the College.

“I realized how much I missed clinical care and wished to return to practice,” said Dr. Moreau. “In addition, I want to continue to develop DConline and I hope to continue the relationship with Palmer College in this venture. I’ve enjoyed getting to know the College, its faculty and staff, but I must conclude my employment with the College at this time.”

After graduating from Palmer’s Davenport Campus in 1981, Dr. Moreau started his private practice in Estherville, Iowa. He went on to complete postgraduate coursework at Northwestern Health Sciences University, earning his Certified Chiropractic Sports Physician certification in 1990, and his Diplomate of the American Chiropractic Board of Sports Physicians in 1993. He has coordinated the Palmer Continuing Education Department’s Sports Programming since 1991.
Pop Quiz

Seven questions for Florida Campus Instructor
John Lockenour, D.C., Davenport ’77

1. What courses do you teach?
I teach Care 7 Active Care/Rehabilitative Exercise, Care 8 Passive Care/Physiotherapy and Structure 9/Geriatrics. Today’s patients are more complex and need additional services to support the chiropractic adjustment for maximum benefit and results.

2. Why did you become a teacher?
I was privileged to have a number of teachers at Palmer College who had practiced prior to teaching and seemed to communicate chiropractic concepts in a way that I could understand and use.

3. How do you motivate your students on difficult assignments?
Today’s students tend to be motivated by participation in a group or with practical exercises. I utilize group assignments, projects and practical application of the information I give in the classroom.

4. What’s it like when a student suddenly gets a point you’re trying to make?
This is the MAJOR reason most professors teach today. We receive a great deal of satisfaction when our students “get the point.” For me that occurs most often in the clinical setting after they have completed my classes.

5. When was the last time a student stumped you with a question?
It probably happens at least one to two times per month. Our students all have undergrad degrees prior to entering our program. I have teachers, nurses, attorneys, massage therapists and physical therapists in class who are working on a second career.

6. How does it feel to be a Midwesterner living in Florida?
It really has been a big transition moving from the town of 15,000 where I grew up and practiced for 30 years, to a larger community where nobody knows you. Overall it has been good meeting new people and I really enjoy the weather. Can’t say I miss the snow and ice!

7. What do you like most about teaching at Palmer?
I like knowing that every student I teach I have the opportunity to influence. By motivating them to become the best they can be, I actually touch the lives of every one of their patients in an indirect way.
Florida Campus is beneficiary of NIH grant

Florida Campus. It is scheduled to open in April 2009. Projects conducted at this new, state-of-the-art laboratory are planned to show how chiropractic may work on some aging-related diseases and provide the scientific mechanisms behind it.

Before the opening of the LCMB, Dr. Zhang has been collaborating with researchers at the University of South China. The efforts have produced fruitful results with one paper on cardiovascular protective mechanisms of nutritional supple-
ments published in *Biochemistry and Biophysics Research Communications* and another paper on diabetes research being considered to be published in the prestigious *Journal of Biological Chemistry*.

West Campus hosts area leadership meeting

Palmer College’s West Campus hosted a special meeting of the Silicon Valley Leadership Group (SVLG) on Nov. 20, which brought representatives from more than two-dozen local companies and city governments. The SVLG, of which Palmer College is a member, is comprised of more than 200 of Silicon Valley’s top companies. SVLG engages the participation of the Valley’s top employers to address and find innovative solutions to critical issues such as housing, transportation, education and the environment.

West Campus President Bill Meeker, D.C., West ’82, welcomed the SVLG guests and presented a brief overview of Palmer College and the West Campus.

Other West Campus attendees included Dean of Student Academic Affairs Bill DuMonthier, D.C., Davenport ’79, and Admissions Coordinator Sandra Casanovas.

Officials from many local governments also were on hand, including those representing the cities of Campbell, Los Gatos, Milpitas, Mountain View, San Jose, Santa Clara, Saratoga and Sunnyvale.
Palmer remembers Dr. William M. Harris

The Palmer College family was saddened by the death of William M. Harris, D.C., a 1938 graduate of Palmer, who passed away Nov. 9, 2008, in Roswell, Ga. He was 90.

Dr. Harris was heavily involved in chiropractic for more than 65 years and continued to work for the profession up until his death. Upon graduating from Palmer, he accepted a teaching position in the Radiology Department. Later he helped form the College’s alumni association with Dr. Dave Palmer and started the fund-raising effort for the construction of the Alumni Auditorium.

As founder of Practice Consultants, Dr. Harris would become well-known for offering lessons in office management to hundreds of chiropractors throughout the U.S.

A generous supporter of the chiropractic profession, in 1978 he founded the nonprofit organization Foundation for the Advancement of Chiropractic Education (FACE) so that he could donate to chiropractic research as well as colleges and institutions.

The Palmer Center for Chiropractic Research (PCCR) was one of several facilities to receive a gift from FACE. The PCCR’s main facility on the Davenport Campus is named the William and Jo Harris Building after Dr. Harris and his wife, Jo. His many charitable gifts to the profession included a $300,000 contribution to the Chiropractic Centennial Foundation in 1995. In recognition of his dedication to and support of chiropractic, Dr. Harris was named a Fellow of the Palmer Academy of Chiropractic.

Dr. Harris co-authored two books, “Seven Steps to Chiropractic Success” and “Seven Steps to Chiropractic Success: How to Attract New Patients,” one of which received a rare dedication by the second president of Palmer College, B.J. Palmer.

In the community of Albany, Ga., where Dr. Harris operated a private practice, he was active in the Boy Scouts and sat on the board of the local Salvation Army and the Lions Club. He also began a campaign to aid and support battered women.

Dr. Harris is survived by a son, Tom Harris, a daughter, Beverly Logan, as well as a granddaughter and grandson. Memorials may be made to Eagle Ranch, P.O. Box 7200, Chestnut Mountain, GA 30502.
Vickie Palmer receives Outstanding Philanthropist Award

Vickie Anne Palmer, Board of Trustees member, received the Outstanding Philanthropist Award for 2008 during the Association of Fundraising Professionals, Quad Cities chapter, awards ceremony and luncheon held Nov. 19 at the I Wireless Center in Moline, Ill. The event was held in celebration of National Philanthropy Day.

According to QCOnline.com, Ms. Palmer “has continued her family’s tradition of philanthropy and exceptional generosity in order to improve the quality of life in the Quad Cities and beyond.”

The Association of Fundraising Professionals (AFP) represents more than 30,000 members in 200 chapters throughout the world. The AFP chapter of the Quad Cities was founded in 1987. You can learn more about the AFP at www.afpquadcities.com.

Members of the West Campus President’s Club, those donors of $1,000 or more a year, and their guests attended a cocktail and hors d’oeuvres reception during the West Campus Homecoming in October 2008. The newest members of the club were presented pins in honor of their generosity.

Vickie Palmer receives Outstanding Philanthropist Award

Those present at the reception included, from left, Randal Jones, D.C., Davenport ’81; Dr. Bill DuMonthier, Davenport ’79; Dr. Bill Meeker; and Molly Jones, D.C., Davenport ’81. The Jones’ have been members of the Davenport Campus President’s Club since 1990 and are the newest members of the West Campus President’s Club. Their son, Greg, is currently a West Campus student.

Davenport Campus

1930
Dr. Ercil Beane, ’37
Marshalltown, Iowa

Dr. William M. Harris, ’38
Roswell, Ga.

1940
Dr. William Bedford, ’43
Little Rock, Ark.

Dr. Doris Cartwright, ’47
Davenport, Iowa

Dr. Clyde Landes, ’47
Lincoln, Ill.

Dr. George Nybro, ’47
Harlingen, Texas

Dr. Doreen Chatwin, ’48
Delta, B.C., Canada

Dr. Joseph Phillips, ’49
Portage, Mich.

Dr. Gerald Whitney, ’49
Ponoka, Alta., Canada

1950
Dr. Herman Ballard, ’50
Huntington, W.V.

Dr. Roger Fuller, ’50
Chandler, Ariz.

Dr. Lila Erickson-Finn, ’51
Hope, Mich.

Dr. Joe Greenway, ’52
Albany, Ga.

Dr. William Finn, ’56
Dunedin, Fla.

Dr. Mansel Curle, ’57
Hernando, Miss.

Dr. Sterling Pruitt Jr., ’58
Fort Worth, Texas

Dr. Christiaan Van Beest, ’58
Scheveningen, Netherlands

Dr. David Walther, ’59
Pueblo, Colo.

1960
Dr. Thomas Louw, ’65
Casselberry, Fla.

Dr. Curtis McCall, ’67
Panama City, Fla.

1970
Dr. James Hagen, ’72
Redmond, Wash.

Dr. Raymon MacDonald, ’73
Bellingham, Wash.

Dr. Frederick Vogel, ’73
Clinton Township, Mich.

Dr. Burl Tatum, ’74
Albuquerque, N.M.

Dr. Lamar Fields, ’75
Milledgeville, Ga.

1980
Dr. D. Michael McPeak, ’81
Coshocton, Ohio

Dr. David Reopelle, ’83
Dickinson, N.D.

Dr. Claude Keller, ’83
Millersport, Ohio

Dr. Paul Wolfson, ’86
Plainwell, Mich.

Dr. James Nolz, ’87
Naples, Fla.

Dr. Sherry Fitzwater, ’88
Colorado Springs, Colo.

Dr. Richard Gjefle, ’88
Ontario, Wis.

2000
Dr. Jason DeJaynes, ’03
Burlington, Iowa

West Campus

1980
Dr. Mark Massart, ’89
Richland, Wash.
Reticulospinal pathways in the ventrolateral funiculus with terminations in the cervical and lumbar enlargements of the adult rat spinal cord.

AUTHORS: William Reed, D.C., Ph.D., Davenport ’93, (PCCR); Alice Shum-Siu; and David S. Magnuson, Ph.D.

Identification and understanding the role different kinds of neurons and neuronal pathways have on postural control is one way basic science research can impact clinical practice. In the mammalian spinal cord, the anterior-lateral quadrant of the spinal cord has been identified as critical to postural control and locomotor function. The primary purpose of this study was to investigate the distribution of neurons in the brainstem labeled by discretely injecting a blue neuronal tracer (Fluoro-Gold; FG) into the right thoracic (T9) spinal cord and a red neuronal tracer (Fluoro-Ruby; FR) into the gray matter of the lumbar (L2) or cervical (C5/6, C7/8) spinal cord segments in the rat. Both of these neuronal tracers travel backwards from their injection site to label the neuronal cell body. Double-labeled (blue + red = pink) brainstem neurons were found primarily in the medial portion of the brainstem (the gigantocellular nuclei) bilaterally. This indicates populations of ipsilateral (same-side) and commissural (cross-over) long descending neurons. Two different populations of commissural neurons are described, one with axons that cross the midline rostral to T9, and one with axons that cross the mid-line caudal to T9. These observations provide additional evidence for a pattern of long descending brainstem projections that include substantial numbers of neurons that cross the midline of the spinal cord at multiple cervical and thoracolumbar levels.

The full article of this abstract was published in Neuroscience, 2008 Jan. 24, Volume 151, Number 2, pages 505-517.

Recruitment and enrollment for the simultaneous conduct of 2 randomized controlled trials for patients with subacute and chronic low back pain at a CAM Research Center

AUTHORS: Maria Hondras, D.C.; Cynthia Long, Ph.D.; Andrea Haan, D.C., M.S.; Lori Byrd-Spencer; William Meeker, D.C., West ’82; (all of whom work at Palmer College of Chiropractic.)

Recruiting participants for randomized controlled trials is a challenge common to many areas of study. Many factors must be considered when developing the recruitment strategy for a trial. This manuscript describes the recruitment and enrollment experiences of 2 low back pain (LBP) randomized controlled trials at the Palmer Center for Chiropractic Research. Both trials enrolled participants with subacute or chronic LBP. We conducted 3,789 telephone screens for both trials to enroll 432 (11%) participants, at a cost in excess of $156,000 for recruitment efforts. The cost per call for all callers averaged $41, ranging from $4 to $300 based on recruitment method; for enrolled participants, the cost per call was $361, ranging from $33 to $750. The costs associated with recruitment efforts for studies conducted at chiropractic institutions may be higher than expected. Therefore, strategies for efficient recruitment methods and targeting nonusers of chiropractic therapies should be developed early for chiropractic trials.

The full article of this abstract was published in Journal of Alternative and Complementary Medicine, Volume 14, Issue 8, 2008, pages 983-992.
2009

march

6 West Campus Graduation Convocation, Santa Clara Convention Center, Santa Clara, Calif.
13-15 Iowa Chiropractic Society, Des Moines, Iowa
27 Florida Campus Graduation Convocation, News-Journal Center, Daytona Beach, Fla.
28 Men’s Rugby, Davenport Campus v. Kansas City Rugby Football Club, Davenport

april

4 Men’s Rugby, Davenport Campus v. Pearl City Rugby Club, Davenport
18 Women’s Rugby, Davenport Campus v. Dubuque Women’s Rugby Club, Dubuque, Iowa, 1 p.m.
18 Men’s Rugby, Davenport Campus v. Gentlemen of Dubuque Rugby Football Club, Dubuque, Iowa
25 Women’s Rugby, Davenport Campus v. Northern Illinois University, Davenport, 11 a.m.
25-26 Men’s Rugby, Davenport Campus in Region 3 Crossovers, location to be announced
29-5/4 Palmer Continuing Education Event, Puerto Vallarta, Mexico

may

1-3 Michigan Association of Chiropractors, Detroit, Mich.
2 Women’s Rugby, Davenport Campus in All-Iowa Rugby Tournament, Iowa Falls, Iowa
9 Women’s Rugby, Davenport Campus v. Will County Morrigans, Joliet, Ill., 11 a.m.
16-17 Men’s Rugby, Davenport Campus in USA Rugby Sweet 16 tournament, Columbia, S.C.
28 Men’s Baseball, Davenport Campus v. Quad City 76ers, Douglas Park, Rock Island, Ill., 7:30 p.m.

For Continuing Education programs, visit www.palmer.edu/ce

For Development and Enrollment travel schedules, visit www.palmer.edu/calendar

For Homecoming information, visit www.palmerhomecoming.com

june

3 Men’s Baseball, Davenport Campus v. Quad City 76ers, Douglas Park, Rock Island, Ill., 7:30 p.m.
7 Men’s Baseball, Davenport Campus v. Muscatine Red Sox, Muscatine, Iowa, 1:30 p.m.
12 West Campus Graduation Convocation, Santa Clara Convention Center, Santa Clara, Calif.
12-13 California Chiropractic Association, Reno, Nev.
19 Davenport Campus Graduation Convocation, Vickie Anne Palmer Hall, Davenport
19 Florida Campus Graduation Convocation, News-Journal Center, Daytona Beach, Fla.

30 Men’s Rugby, Davenport Campus in Final Four tournament, location to be announced
31 Men’s Baseball, Davenport Campus v. Clinton, Clinton Iowa, 1 p.m.
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1. Calling Palmer College at (800) 722-3648, Ext. 5
2. Asking for information on how you can recruit students simply by talking about chiropractic and Palmer
3. Hosting an event in your clinic, at a high school or in your community

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